



**U.S. Department of Energy**  
**Energy Efficiency**  
**and Renewable Energy**

Bringing you a prosperous future where energy  
is clean, abundant, reliable, and affordable

# **EERE Web Site Year-End Report**

## **FY07**

[www.eere.energy.gov](http://www.eere.energy.gov)

Prepared for  
**The U.S. Department of Energy**  
**Office of Energy Efficiency and Renewable Energy**

by  
**The National Renewable Energy Laboratory**

**November 2007**

## **1 Overview**

This is a summary of the key accomplishments, updates, and additions made to the U.S. Department of Energy's Office of Energy Efficiency and Renewable Energy (EERE) Web site by the EERE Web team from October 1, 2006 through September 30, 2007. The EERE Web enterprise includes 125 sites and applications that are maintained by the Office of Technology Advancement and Outreach and the 10 EERE Programs.

### **EERE Web Team Staff**

The EERE Web team reports through the EERE Office of Technology Advancement and Outreach. In FY07, they included two support teams at the National Renewable Energy Laboratory (NREL) and Energy Enterprise Solutions (EES). Additional EERE staff and contractors work under the direction of the EERE programs and offices. See Appendix A.

### **Home Page News Stories**

Fifty-nine news items were added to the EERE Home Page's news box during this fiscal year. Home page stories, also known as the "EERE Daily News," are news stories that are updated and posted as new news breaks. See Appendix B.

### **Progress Alerts**

Forty-seven Progress Alerts were added this year. Progress Alerts, which are mailed to subscribers and posted on EERE's News Web site, break news about recent technology advancements and major news about DOE and EERE. See Appendix C.

### **EERE Home Page Features**

EERE features are used to draw attention to particularly timely and important events. Features are posted as graphical links in the right column. Eighteen features were posted in FY07. See Appendix D.

## **2 Major Additions to the EERE Web Site**

The following additions represent significant accomplishments for the site and show how it has continued to change over time to meet its users' needs.

### **Site Additions**

#### ***Speeches***

Twenty three speeches by Assistant Secretary Alexander Karsner and Chief Operating Officer Paul Dickerson were posted.

#### ***Improved Search Function for EERE Network News (ENN)***

More meaningful search results for ENN are generated by returning results based on individual ENN articles, instead of weekly archived compilations, thus making it possible to retrieve a specific news item.

#### ***Promotion of EERE Electronic News Products***

In June 2007, a button was added on all primary EERE Web sites to encourage site visitors to subscribe to EERE's electronic news products – ENN and Progress Alerts.

#### ***Disney/Ratatouille***

The DOE/Disney Ratatouille feature was posted on the EERE home page and the Consumer and Kids sites in June 2007. In September, a redesigned EERE Kids site went live featuring Ratatouille.

### ***EERE Style Guide***

EERE's new style guide features formatting, spelling, punctuation, capitalization, grammar, and language guidelines for preparing content for Web pages and other EERE communication products. It is located at:

[http://www.eere.energy.gov/communicationstandards/topic\\_index.html](http://www.eere.energy.gov/communicationstandards/topic_index.html)

### ***EERE Communications Standards Blog***

In August 2007, a pilot blog was launched to provide a means of two-way communication between EERE and the DOE Laboratories and contractors who work on EERE Web sites. Since then, an average of one post has been made per month. Contractors who work on EERE have been leaving comments on their thoughts:

<http://eere.typepad.com/communicationstandards/>

### ***Updates to Standards***

The EERE Web team is dedicated to providing tools to EERE Web staff and contractors on Web best practices and OMB guidelines.

Updates included:

- RedDot Users Guide
- Standards for podcasts
- Improved instructions for PDF creation
- Maintenance and Archival of EERE Web Sites
- New Standard for Linking to External Sites
- New Web content standards
- Tools for Web project managers

### ***Additional Accomplishments***

#### ***Webinar***

In May 2007, a Webinar was held for the EERE Web developers on how to implement Section 508 accessibility standards on EERE Web sites.

#### ***EERE Online Survey***

Every two years the EERE Web team conducts an online customer satisfaction survey. In May 2007, the survey was conducted to determine who the current customers of the site are and to learn what their current interests and needs are. As in previous years, overall survey responses were positive and indicate satisfaction with the site content and its functionality. Specific areas for improvement include the need to: decrease site complexity, improve searchability for EERE sites, and provide more visible display for new and high priority content. The EERE Web team will begin to address these and other issues in FY08.

#### ***Content Analysis***

The EERE Web site has grown to more than 40,000 documents. A high-level content analysis of both corporate and program sites was conducted to get a feeling for the body of content on EERE. The analysis revealed content duplication, content gaps, and specific content areas that need to be addressed in FY08.

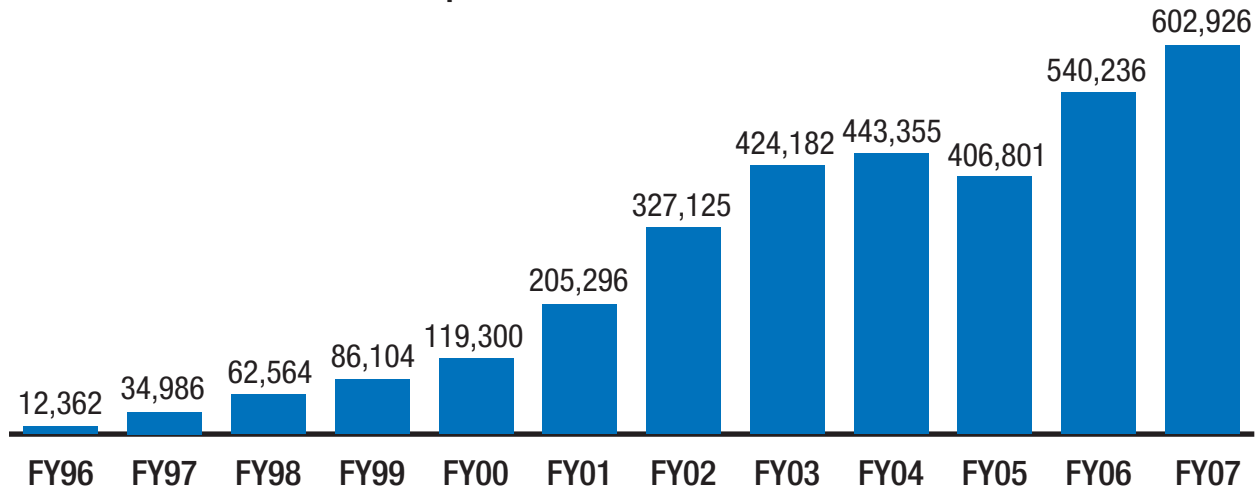
#### ***Site Archiving***

EES and NREL archived the EERE Regional Offices and Portal Web sites according to government requirements.

### 3 Average Number of EERE Web Site Visitors

The average number of visitors to the EERE Web site has continued to grow over the last three years. The FY07 results show that this year an average of 60,000 more people visited the site than in FY06.

**Average Number of EERE Web Site Visitors  
per Month FY96 – FY07**



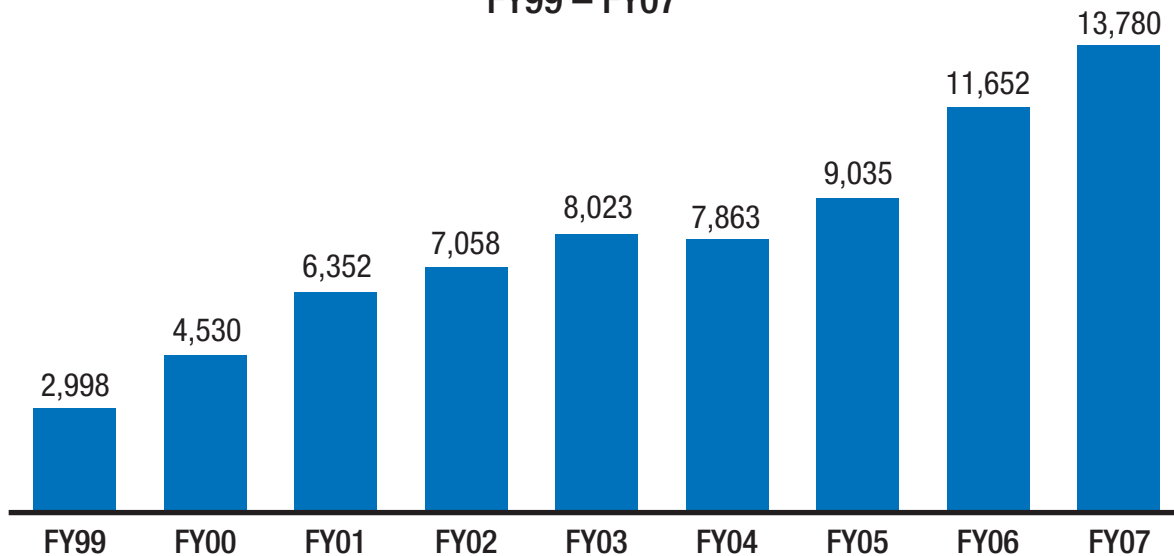
#### 4 EERE's Electronic News Products

EERE produces two electronic news products, primarily distributed through mailing lists. These mailing lists provide up-to-date news information to their subscribers.

##### *EERE Network News*

EERE Network News (ENN) is a weekly newsletter that is distributed in text and HTML versions via email, posted on the EERE News Web site (<http://www.eere.energy.gov/news/enn.cfm>), and sent through an RSS news feed. ENN's subscription base has increased steadily over the last four years. In FY07, it continued this trend, increasing by more than 2,000 subscribers.

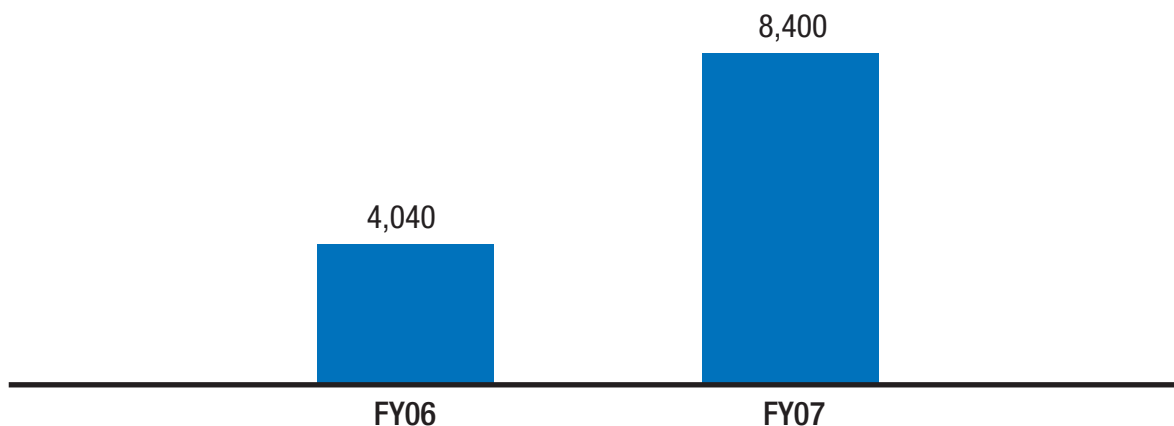
**EERE Network News Subscribers  
FY99 – FY07**



##### *Progress Alerts*

Progress Alerts are distributed through a mailing list and posted on the EERE Web site ([http://www.eere.energy.gov/news/progress\\_alerts/](http://www.eere.energy.gov/news/progress_alerts/)). The number of progress alert subscribers has more than doubled since FY06.

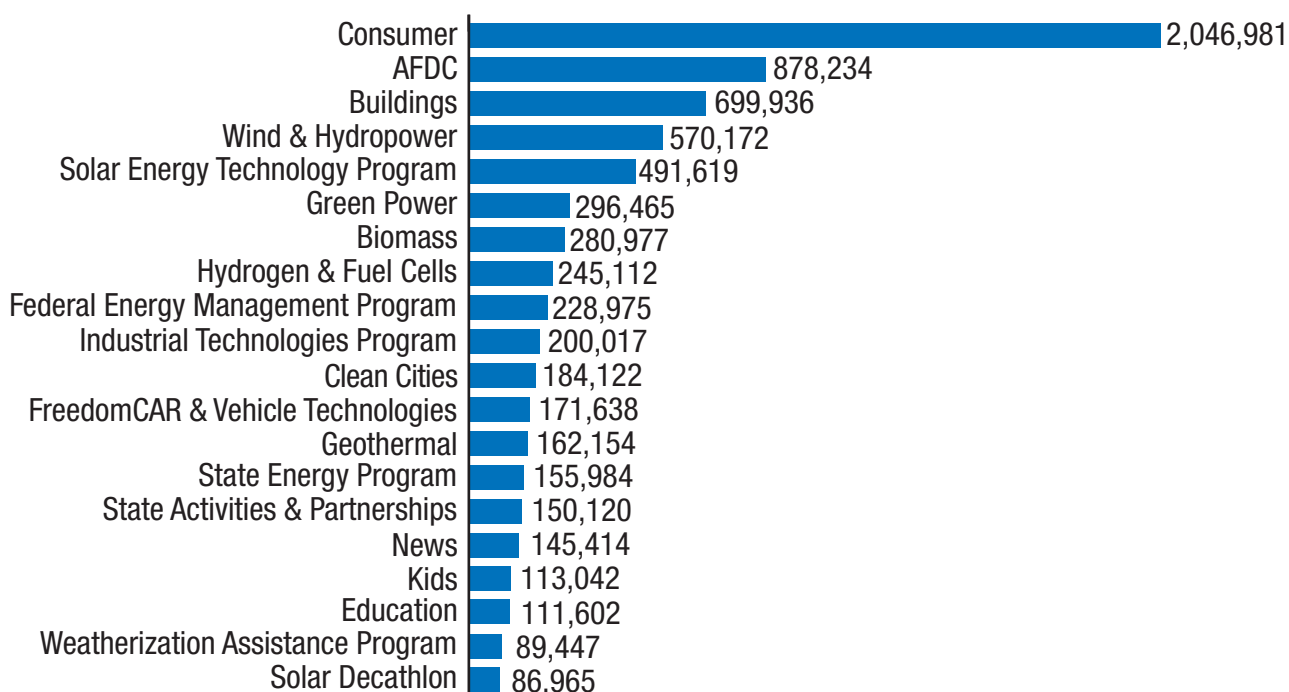
**Progress Alert Subscribers  
FY06 – FY07**



## 5 Top Web Sites

The entire EERE Web site encompasses 125 Web sites. Web sites are specifically funded pages representing EERE's programs and information areas. Some examples are the Biomass Program, the Alternative Fuels & Advanced Vehicles Data Center, the Federal Wind Siting Information Center, and the EERE Information Center. As in past years, the EERE Consumer site continues to be the most visited site in the EERE Web enterprise, with over double the number of visitors than the next most popular site, Alternative Fuels & Advanced Vehicles Data Center (AFDC).

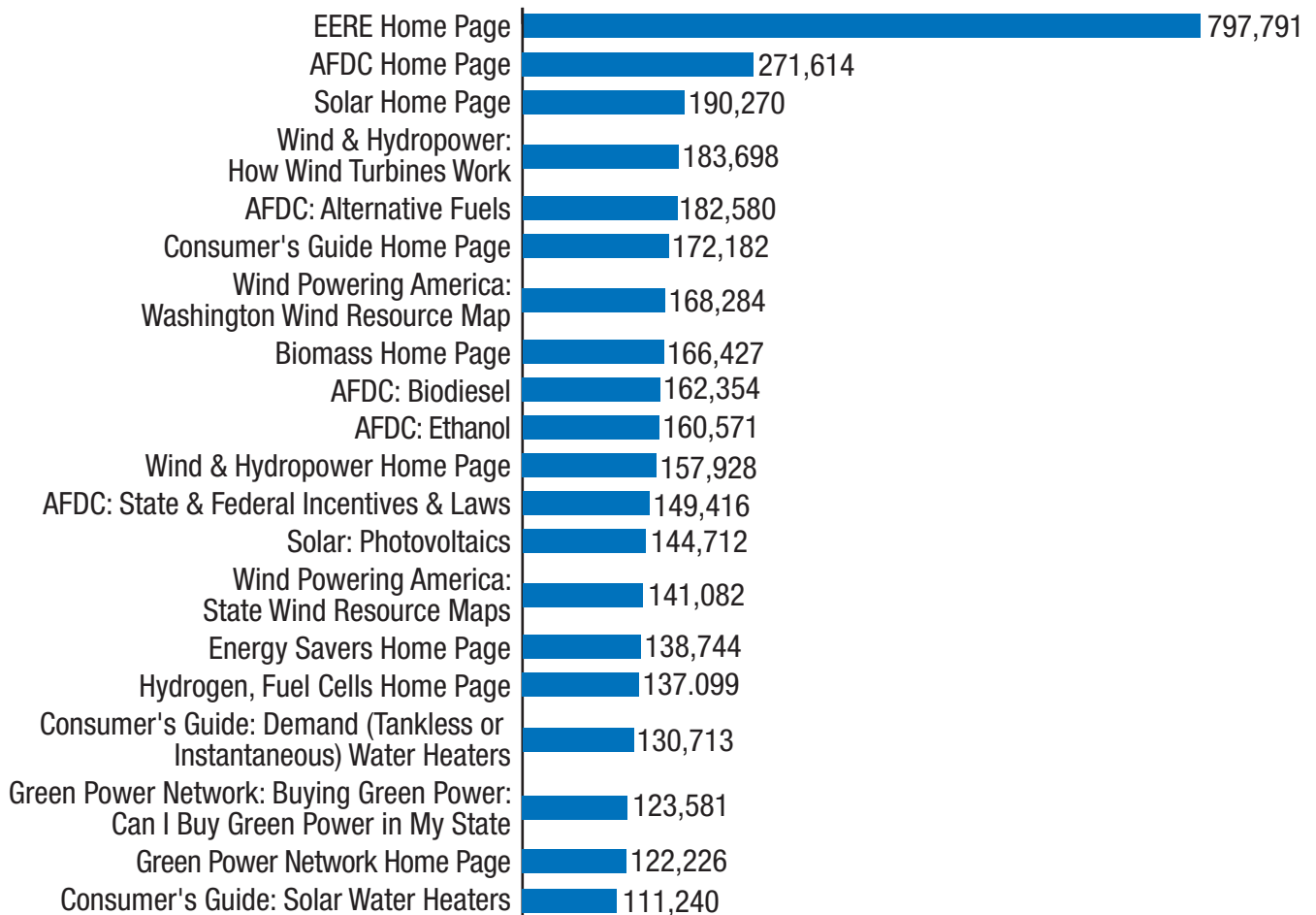
### Top 20 EERE Web Sites: Total Number of Visitors October 1, 2006 - September 30, 2007



## 6 Top Web Pages

While the top Web sites show the most visited sites in the EERE Web enterprise, the top Web pages show the most visited specific pages on EERE Web. As the entry point for most visitors, the EERE Home Page remains the most popular destination, with almost triple the number of visitors as the next page. The next most viewed page on EERE Web is the Alternative Fuels & Advanced Vehicles Data Center (AFDC) home page, followed by the Solar Energy Technologies home page.

### Top 20 EERE Web Pages: Total Number of Visitors October 1, 2006 - September 30, 2007



## 7 Top Search Phrases and Metrics

The top search phrases in the EERE search engine indicate what tasks users want to accomplish. During this time frame, the top three terms are all related to alternative fuels. However, we cannot tell from the data how many visitors to the site are consumers and how many are from industry.

- |                           |                         |
|---------------------------|-------------------------|
| 1. Ethanol                | 11. Solar Heating       |
| 2. Alternative Fuels      | 12. Attic Insulation    |
| 3. Biodiesel              | 13. Hydrogen            |
| 4. Heat Pump              | 14. Solar Energy        |
| 5. Biomass                | 15. Geothermal Energy   |
| 6. Wind Energy            | 16. Insulation          |
| 7. Tankless Water Heaters | 17. Hydrogen Fuel Cells |
| 8. Wind Turbines          | 18. Solar Water Heater  |
| 9. Alternative Fuel       | 19. Energy Saving Tips  |
| 10. Map of North Carolina | 20. EERE                |

### Page Ranking of Top Phrases in Google

EERE pages are optimized to rank high in search results. Many of the top pages rank high in Google's search engine: in Google's search engine:

Search Term	EERE Web Page	Rank	# of Total Results
Ethanol	Biomass ethanol page	#11	34.1 million results
Alternative Fuels	AFDC home page	#1	2.1 million results
Biodiesel	Biomass biodiesel page	#22	14.2 million results

All AFDC pages previously ranked high for all three of these search phrases. However, the AFDC pages and URLs changed in the September 2007 redesign. Once the new pages and URLs are re-established, we expect AFDC pages to resume their high rankings on Google.

### Links to EERE

According to the Google, Yahoo, and MSN search engines, there were more than 182,200 links to EERE from other Web Sites.

### Page Counts

These are the total page counts for the two EERE web servers (<http://www.eere.energy.gov/> and <http://www1.eere.energy.gov/>.) These numbers represent the number of files hosted on the EERE servers.

### Total Page Counts - FY07

Website	Total	PDFs	Word Docs	Excel Docs	PowerPoint Docs
<a href="http://www.eere.energy.gov">www.eere.energy.gov</a>	30,106	3,990	110	274	33
<a href="http://www1.eere.energy.gov">www1.eere.energy.gov</a>	11,492	6,988	639	40	136
Both	41,598	10,978	749	314	169

## Appendix A

The EERE Web enterprise is managed by the U.S. Department of Energy, with the assistance of contractors from the National Renewable Energy Laboratory and Energy Enterprise Solutions. This organization chart lists all workers involved in the EERE Web site by the end of FY07.

Sarah Kirchen EERE Web Manager 202.586.1893 Sarah.Kirchen@ee.doe.gov	Andrew Bittner EERE Web Project Manager 202.586.7562 Andrew.Bittner@ee.doe.gov
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### NREL

Leslie Gardner  
NREL Project Lead and Template  
Coordinator  
303.275.4239  
Leslie\_Gardner@nrel.gov

Allison Casey  
EERE Corporate Content Lead  
303.275.3656  
Allison\_Casey@nrel.gov

Marsha Luevane  
Information Architect and Search  
Optimization Specialist  
303.275.4014  
Marsha\_Luevane@nrel.gov

Elizabeth Spencer  
EERE Web Producer and Editor  
303.275.3647  
Elizabeth\_Spencer@nrel.gov

Shauna Fjeld  
Senior Web Developer  
303.275.3651  
Shauna\_Fjeld@nrel.gov

Kevin Eber  
EERE Network News Editor  
303.275.3657  
Kevin\_Eber@nrel.gov

Jim Snyder  
Web Designer  
303.275.4279  
Jim\_Snyder@nrel.gov

### EES

Michael Thomas  
EES Web Team Manager  
240.404.7890  
Michael.Thomas@hq.doe.gov

Wendy Littman  
EES Web Migration Manager  
703.842.9595  
Wendy.Littman@eesllc.net

John Lippert  
EES Production Team Lead  
240.404.7850  
John.Lippert@hq.doe.gov

Lawrence Wiggins  
EES QA/Maintenance Lead  
240.404.7912  
Lawrence.Wiggins@hq.doe.gov

Pallavi Gupta  
EES RedDot Administrator  
240.404.7806  
Pallavi.Gupta@ee.doe.gov

Karl Chan  
EES RedDot Template Developer  
240.404.7810  
Karl.Chan@hq.doe.gov

Catherine Wallace  
Migration Specialist  
240.404.7811  
Catherine.Wallace@hq.doe.gov

Larry Flanigan  
EES Program Manager  
301.903.8667  
Larry.Flanigan@hq.doe.gov

Bob Payn  
EES RedDot Developer  
bpayn@dbinteractive.com

## **Appendix B: EERE Home Page News Archives**

The EERE home page includes a central news box that is updated regularly with news and events about EERE. The following is a complete list of all home page updates from October 1, 2006 to September 30, 2007.

### **October 2006**

October 03 - Change a Light, Change the World  
October 05 - Communities Pledge to Change a Light, Change the World  
October 11 - DOE and USDA Open Joint Conference on Renewable Energy  
October 12 - Assistant Secretary Karsner Addresses the DOE-USDA Advancing Renewable Energy Conference  
October 13 - President Bush Highlights Support For Advanced EERE Technologies and Programs  
October 19 - Assistant Secretary Karsner Encourages Silicon Valley to Invest in Renewables  
October 31 - Department of Energy and Underwriters Laboratory to Establish National Standards for E-85 Pumps

### **November 2006**

November 03 - Assistant Secretary Andy Karsner Tours National Renewable Energy Laboratory  
November 07 - Hull, Massachusetts, Wins DOE Wind Power Pioneer Award  
November 16 - DOE Hosts Aerodynamic Truck Demonstration

### **December 2006**

December 04 - Phase II of Renewable Energy in America  
December 06 - DOE Leads Discussion on Data Center Energy Efficiency  
December 07 - Assistant Secretary Karsner Meets with High-Tech Firms to Discuss Impact of Energy Efficiency  
December 12 - Assistant Secretary Karsner Appears on CNN to Discuss Standby Power  
December 15 - Assistant Secretary Karsner Discusses Energy Efficient Computing with CNET.com  
December 21 - The Wall Street Journal Focuses on Data Center Energy Efficiency

### **January 2007**

January 10 - Secretary Bodman and Assistant Secretary Karsner Host Hydrogen and Fuel Cell Technical Advisory Committee (HTAC)  
January 22 - Assistant Secretary Karsner Addresses Reuters' Global Biofuel Summit  
January 24 - 2007 State of the Union: President Bush Announces Bold New Energy Initiatives  
January 25 - President Bush Issues New Directives on Federal Government Energy Use

### **February 2007**

February 07 - Increased Funding Request for EERE Programs  
February 21 - Assistant Secretary Karsner Delivers Keynote Address at National Ethanol Conference  
February 22 - EERE Attends 18Seconds.org Launch  
February 28 - DOE Selects Six Cellulosic Ethanol Plants for Up to \$385 Million in Federal Funding

### **March 2007**

March 02 - The Point Man for Bush's Green Push  
March 05 - Assessment, Incentives Key to Government's Data Center Energy Goals  
March 07 - Assistant Secretary Karsner Testifies Before Congress  
March 12 - Assistant Secretary Karsner Announces 13 Solar Projects to Receive up to \$168 Million  
March 16 - Assistant Secretary Karsner Visits Delaware to Discuss Solar America Initiative  
March 20 - Assistant Secretary Karsner Testifies Before Congress  
March 27 - Assistant Secretary Karsner on 'Ask the White House' Tuesday, March 27, 4 p.m. ET  
March 29 - DOE to Award Up to \$23 Million for Cellulosic Ethanol Conversion Projects

## **April 2007**

April 02 - DOE to Provide up to \$14 Million for Plugin Hybrid Electric Vehicle Battery Research  
April 11 - Assistant Secretary Karsner Testifies on Capitol Hill  
April 12 - Assistant Secretary Karsner Testifies on Biofuels Legislation  
April 17 - EERE Visits Novozymes, Addresses Energy Efficiency Summit  
April 20 - Assistant Secretary Karsner Visits New Orleans  
April 23 - Oprah Winfrey Touts Energy Savers Booklet, Friday, April 20, 2007  
April 24 - Electric Vehicle Visits DOE  
April 26 - Karsner Returns from Biofuels Dialogue in Brazil

## **May 2007**

May 01 - Secretary Bodman Announces up to \$200 Million in DOE Funding for SmallScale Biorefineries  
May 09 - Assistant Secretary Karsner Opens New York Stock Exchange  
May 18 - Swedish Delegation Visits NREL  
May 25 - Karsner at Indy 500 to Promote Ethanol  
May 29 - Ethanol Fuels the 'Greatest Spectacle in Racing'  
May 31 - President Bush Announces New Climate Change Initiative

## **June 2007**

June 14 - Secretary Bodman Announces \$40 Million in Funding for Efficient Housing Research  
June 25 - DOE Selects Two Wind Turbine Blade Test Facilities for Up to \$4 Million in Funding  
June 27 - DOE, Danish Laboratories Agree to Cooperate on Wind Energy Research  
June 28 - DOE Expands Energy Cooperation with Sweden

## **July 2007**

July 16 - Biomass Research and Development Board Tours NREL  
July 30 - Assistant Secretary Karsner Visits Iceland

## **August 2007**

August 02 - EERE Supports Renewable Energy & Alternative Fuels Trade Mission to Europe, September 10-19  
August 08 - DOE Announces Energy Assistance for New Orleans' Public Schools, Supports Focus on Efficiency  
August 29 - DOE Announces up to \$33.8 Million for Cellulosic Biofuels Development

## **September 2007**

September 12 - Assistant Secretary Testifies on Efficient Lighting Technologies  
September 14 - DOE and China Agree to Conduct Industrial Energy Assessments  
September 19 - DOE to Support Energy Efficiency in the IT Sector  
September 28 - President Bush Highlights Clean Energy Technologies to Address Climate Change at Major Economies Meeting

## **Appendix B: EERE Progress Alerts**

Progress Alerts, distributed mainly through a newsletter, inform subscribers about any major events and technological advances that occur within DOE or EERE. This is a complete list of all Progress Alerts that were sent out during FY07:

### **October 2006**

October 27 - DOE Announces Funding Opportunity for Development of Fermentative Organisms to Convert Lignocellulosic Biomass to Ethanol  
October 31 - DOE Solid-State Lighting Workshop  
October 31 - Watch Assistant Secretary Karsner on CNBC

### **November 2006**

November 1 - Volunteer Opportunities with EERE  
November 6 - DOE Launches Second Round of Industrial Energy Savings Assessments  
November 7 - Hull, Massachusetts Wins DOE Wind Power Pioneer Award  
November 14 - DOE and Fuel Cells 2000 Launch Fuel Cell and Hydrogen Activity Database  
November 19 - DOE Hosts Aerodynamic Truck Demonstration  
November 29 - Breakthrough in Production of Bio-Based 1, 3 Propanediol Announced

### **December 2006**

December 7 - Assistant Secretary Karsner Meets High-Tech Firms to Discuss Energy Efficiency  
December 13 - Pilot Round of Testing Completed for DOE SSL Commercial Product Testing Program  
December 14 - Major Investment in Ethanol Conversion Technology Announced  
December 19 - Notification on Loan Guarantee Pre-Applications Delayed  
December 20 - New Advanced Energy Design Guide for Small Retail Published  
December 21 - Workshop on Solar Water Heating Technologies Announced

### **January 2007**

January 10 - DOE Launches ENERGY STAR Program for Solid-State Lighting  
January 18 - EnergyValue Housing Award Dinner Announced  
January 25 - President Bush Issues New Directives on Federal Government Energy Use  
January 26 - Department of Energy Hydrogen Program Launches the Introduction to Hydrogen Safety for First Responders  
January 31 - Upcoming Clean Energy Technologies Trade Mission to India and China, April 2007

### **February 2007**

February 8 - Solar America Showcases Opportunity for Technical Assistance  
February 22 - EERE Attends 18Seconds.org Launch  
February 26 - U.S. Automotive Materials Partnership Recommends Increased Nondestructive Evaluation

### **March 2007**

March 8 - 2 NREL Scientists Awarded Prestigious International Prize  
March 9 - Massachusetts and Texas Final Two Competitors in Line for DOE Wind Research Award  
March 19 - DOE Offices Release Best Practices for Distributed Energy Interconnection Procedures for State Consideration  
March 19 - DOE Announces Selections for Solid-State Lighting Technical Information Network  
March 30 - New Federal Partnership Helps Small and Medium-Sized Manufacturers Cut Energy Use  
March 30 - US Green Building Products Trade Mission, June 4-12, 2007

## **April 2007**

April 13 - DOE Releases Version 2.0 of EnergyPlus Software

April 22 - Earth Day: Think Globally... Act Locally

April 30 - DOE Issues Request for Information on Hydrogen and Fuel Cell Early Markets

April 30 - Renowned Architect Rafael Pelli to Discuss Building Energy Efficiency Tuesday, May 1

## **May 2007**

May 01 - DOE Announces First Deputy Assistant Secretary for Energy Efficiency and New Deputy Assistant Secretary for Renewable Energy

May 07 - DOE Technology Transfer Workshop POSTPONED

May 16 - Solar Program Announces Solar America Showcases

May 18 - The National Governors Association Center for Best Practices issues new report on State energy programs

May 25 - Concentrating Solar Power Funding Opportunity Announcement

May 31 - New Report on Energy Services Companies Available Now

## **July 2007**

July 16 - DOE's NREL Seeks Proposals for Independent Testing for Small Turbines

July 17 - DOE Releases New Building Best Practices Handbook for Solar Thermal and Photovoltaic Systems

July 25 - U.S. Department of Energy's Industrial Technologies Program Featured at 2007 American Council for an EnergyEfficient Economy (ACEEE) Event

July 26 - Renewable Energy & Alternative Fuels Trade Mission to Europe September 10-19, 2007

## **August 2007**

August 10 - DOE Announces Industrial Energy Request for Information (RFI)

## **September 2007**

September 21 - DOE Announces First Photovoltaic Codes and Standards Meeting

September 24 - R&D Partnership Opportunities for UtilityScale Wind Turbine and Ocean Energy Technologies

September 27 - DOE's Save Energy Now Initiative Recognizes HighPerforming Plants

## **Appendix D: EERE Home Page News Archives**

Home Page features are graphical links on the EERE Home Page that draw attention and provide a quick link to important programs and events. Eighteen features were spotlighted in FY07.

- |  |  |
|--|--|
| - Disaster Recovery  | - Earth Day  |
| - National Action Plan for Energy Efficiency                 | - 20 in 10   |
| - National Renewable Energy Conference                       | - Solar Decathlon  |
| - Energy Awareness Month                                     | - EnergySmart Schools                                      |
| - Model Year 2007 Fuel Economy Guide                         | - Investor Technology Showcase                             |
| - Video: BioTown Pledges to Change a Light, Change the World | - October Is Energy Awareness Month                        |
| - Get Smart! Save energy all year long                       | - Why Wait? Industry: Save Energy Now. Apply Today!        |
| - Fiscal Year 2008 EERE Budget                               | - Get Smart About Energy: K-12 Energy Lessons & Activities |
| - Volunteer at EERE  |  |
| - 18Seconds.org  |  |